

1000 - J.Piscitelli

ROUs: 1110 / 1210 / 1310/ 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

<u>Sales</u>		<u>Retail</u>	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1226	_____
1224	_____	1229	_____
1225	_____	ROM	_____
1226	_____	PC	SC
1229	_____	MC	PA
1240	AE, _____		
1244	_____	RSM	RBM

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RJ REYNOLDS

TOBACCO COMPANY

February 28, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

APRIL DORAL B2GF LIGHTER PROMOTION #700050

Dear Paul:

We have placed orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. 720 SKUs of Doral Lighters (item #521573) have been ordered to Consolidated Industries to pack this Promotion.

<u>UPC Code</u>	<u>Doral Brand</u> <u>Styles</u>	<u>#/ (12M)</u> <u>Cases</u>
12300-16612	FF King	<u>12</u>
12300-15312	FF 100	<u>12</u>
12300-15112	Lt King	<u>12</u>
12300-15212	Lt 100	<u>12</u>

Product PO # ER1089-01

All additional pertinent promotional information is listed below:

<u>Product Arrival (@ McLane):</u>	<u>March 24, 1997</u>
<u>Premium Arrival (@ Consolidated):</u>	<u>March 27, 1997</u>
<u>Ship Date to Retail:</u>	<u>April 14, 1997</u>

Lighters (Item #521573)

<u>SKU CUBE:</u>	1.1490
<u>SKU WT (w/o Product):</u>	4.1900 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Savings Cartons
<u>EFT \$ Amount:</u>	<u>\$25,478.98</u>

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-2-
B2GFP

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box.* Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$1,344.00 (48 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotions Coordinator

/jc

cc: R. Moore / McLane

1610: DK / SS / RMD

1000: J. Piscitelli

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Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

APRIL: DORAL B2GF LIGHTER / PROMOTION #700050

RETAIL DISTRIBUTION DATE: 4/14/97

RETAIL DISTRIBUTION DATE: 4/14/97				NUMBER OF DISPLAYS PER GROUP PER STATE												
CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT	
A-PLUS/ ATLANTIC/ SUNOCO	236	See List	244	1	2	20			2	6	72		138	3		
BP OIL	41	1	41										41			
CIRCLE K	47	1	47	6		31		1	9							
COASTAL MART	35	1	35							9			26			
COOKS CONV	6	See List	8								8					
CONV EXPRESS	5	1	5								5					
DAIRY MART	107	1	107	24		32					18		27	6		
EXPRESS MART	35	See List	36								36					
F.L. ROBERTS	17	1	17	3		14										
KRAUSZERS	12	1	12	12												
MOHAWK OIL	4	1	4								4					
RED BARREL	19	See List	25								25					
7/11 - HANDEE MART	15	1	15				1					8	6			
SUGARCREEK	50	1	50								50					
SUNOCO	7	See List	8										8			
SUNRISE FOODS	18	See List	19								19					
INDEPENDENTS & SMALL CHAINS	34	See List	39	1		3	2		2	3	17		10	1		
TOTALS	688		712	47	2	100	3	1	13	18	254	8	256	10	0	